Texas CTE

Practicum in Audio/Video Production

Knowledge and skills. PRACAVP

1 **The student applies academic knowledge and skills in production projects. The student is expected to:** PRACAVP.1

- A apply English language arts knowledge and skills by consistently demonstrating use of content, technical concepts, and vocabulary; using correct grammar, punctuation, and terminology to write and edit documents; and composing and editing copy for a variety of written documents such as scripts, captions, schedules, reports, manuals, proposals, and other client-based documents; and PRACAVP.1A
- B apply mathematics knowledge and skills in invoicing and time-based mathematics by consistently demonstrating knowledge of arithmetic operations and applying measurement to solve problems. PRACAVP.1B

2 **The student implements advanced professional communications strategies. The student is expected to:** PRACAVP.2

- A adapt language such as structure and style for audience, purpose, situation, and intent; PRACAVP.2A
- B formulate, analyze, and organize oral and written information; PRACAVP.2B
- C formulate, analyze, interpret, and communicate information, data, and observations; PRACAVP.2C
- D create and deliver formal and informal presentations; PRACAVP.2D
- E apply active listening skills to obtain and clarify information; PRACAVP.2E
- F listen to and speak with diverse individuals; and PRACAVP.2F
- G exhibit public relations skills to increase internal and external customer/client satisfaction. PRACAVP.2G

3 **The student implements advanced problem-solving methods. The student is expected to:** PRACAVP.3

- A employ critical-thinking skills, including data gathering and interpretation independently and in groups; and PRACAVP.3A
- B employ interpersonal skills in groups to solve problems and make decisions. PRACAVP.3B

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4 **The student implements advanced technology applications and processes. The tudent is expected to:** PRACAVP.4

A use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects; and PRACAVP.4A

B use processes such as personal information management, file management, and file sharing. PRACAVP.4B

5 The student implements advanced knowledge of the evolution and current trends of the audio and video production industries. The student is expected to: PRACAVP.5

A summarize the history and evolution of audio and video production industries; and PRACAVP.5A

B analyze the current trends of audio and video production industries. PRACAVP.5B

6 The student applies safety regulations. The student is expected to: PRACAVP.6

A consistently implement personal and workplace safety rules and regulations; PRACAVP.6A

B recognize and resolve potential safety concerns; and PRACAVP.6B

C follow emergency procedures. PRACAVP.6C

7 The student implements leadership characteristics in student organizations and professional development activities. The student is expected to: PRACAVP.7

A employ leadership skills to accomplish goals and objectives by analyzing the various roles of leaders within organizations, exhibiting problem-solving and management traits, describing effective leadership styles, and participating in civic and community leadership and teamwork opportunities to enhance skills; PRACAVP.7A

B employ teamwork and conflict-management skills to achieve collective goals; PRACAVP.7B

C establish and maintain effective working relationships by providing constructive praise and criticism, demonstrating sensitivity to and value for diversity, and managing stress and controlling emotions; PRACAVP.7C

D prepare for meetings by developing goals and objectives to achieve within a scheduled time and producing agendas; PRACAVP.7D

E conduct and participate in meetings to accomplish work tasks by achieving goals and objectives within a scheduled time; producing meeting minutes, including decisions and next steps; and using parliamentary procedures, as needed; and PRACAVP.7E

F employ mentoring skills to inspire and teach others. PRACAVP.7F

8 The student implements ethical decision making and complies with laws regarding use of technology. The student is expected to: PRACAVP.8

A exhibit ethical conduct related to providing proper credit for ideas and privacy of sensitive content; PRACAVP.8A

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B discuss and apply copyright laws in relation to fair use and acquisition, trademark laws, personal privacy laws, and use of digital information by citing sources using established methods; PRACAVP.8B

C model respect for intellectual property when manipulating, morphing, and editing graphics, video, text, and sound; PRACAVP.8C

D demonstrate proper etiquette and knowledge of acceptable use policies when using networks, especially resources on the Internet and intranet; and PRACAVP.8D

E analyze the impact of the audio/video production industry on society. PRACAVP.8E

9 The student demonstrates appropriate career-building characteristics and maintains a professional portfolio. The student is expected to: PRACAVP.9

A maintain a career portfolio to document information such as work experiences, licenses, certifications, and work samples; PRACAVP.9A

B demonstrate skills in evaluating and comparing employment opportunities; PRACAVP.9B

C examine and employ professional networking opportunities such as career and technical student organizations, professional social media, and industry professional organizations; and PRACAVP.9C

D examine employment opportunities in entrepreneurship. PRACAVP.9D

10 The student employs effective planning and time-management skills to enhance productivity. The student is expected to: PRACAVP.10

A employ effective planning and time-management skills to complete work tasks; and PRACAVP.10A

B use technology to enhance productivity. PRACAVP.10B

11 The student implements an advanced understanding of a client-based production in all stages of production. The student is expected to: PRACAVP.11

A determine and meet client needs by conducting client meetings to identify specific project requirements and target demographics; and PRACAVP.11A

B develop a production proposal for client approval that includes a production schedule, research-based production costs, and appropriate delivery and distribution options. PRACAVP.11B

12 The student engages in pre-production activities for a successful execution of the project. The student is expected to: PRACAVP.12

A identify cast, crew, equipment, and location requirements; PRACAVP.12A

B develop a budget with considerations for cast, crew, equipment, and location; PRACAVP.12B

C analyze the script and storyboard processes; and PRACAVP.12C

D assign team roles required for production. PRACAVP.12D

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13 **The student engages in production activities for successful execution of the project. The student is expected to:** PRACAVP.13

- A conduct a client meeting for presenting production strategies and implement client feedback; PRACAVP.13A
- B implement a coherent sequence of production events; PRACAVP.13B
- C use necessary equipment and crew for quality productions; PRACAVP.13C
- D demonstrate teamwork and knowledge of interpersonal skills with sensitivity to diversity; PRACAVP.13D
- E demonstrate appropriate use of editing systems; and PRACAVP.13E
- F make decisions appropriate for each element of production. PRACAVP.13F

14 **The student engages in post-production activities for a successful output and distribution of the project. The student is expected to:** PRACAVP.14

- A make necessary adjustments regarding compatibility issues, including digital file formats and cross-platform connectivity; PRACAVP.14A
- B use various compression standards; PRACAVP.14B
- C research the appropriate delivery formats for the target audience; PRACAVP.14C
- D advise clients on optimal delivery options; and PRACAVP.14D
- E discuss distribution options with optimal project reach. PRACAVP.14E

15 **The student practices business skills for freelance entrepreneurs. The student is expected to:** PRACAVP.15

- A implement standard freelance entrepreneur self-promotion techniques; PRACAVP.15A
- B develop proposals, standard billing, and collection practices; PRACAVP.15B
- C research freelance entrepreneur start-up practices; and PRACAVP.15C
- D use technology applications common to freelance entrepreneurs. PRACAVP.15D

16 **The student develops an understanding of professional employment strategies through practical experience in the arts, audio/video technology, and communications career field. The student is expected to:** PRACAVP.16

- A identify types and requirements of potential employers; PRACAVP.16A
- B use professional etiquette and protocol in situations such as making introductions, speaking on the phone, communicating via electronic devices, offering and receiving criticism, and making follow-up communication; and PRACAVP.16B
- C exhibit appropriate grooming and attire. PRACAVP.16C

17 **The student develops an understanding of appropriate interview strategies in professional contexts. The student is expected to:** PRACAVP.17

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- A employ appropriate verbal, nonverbal, and listening skills; PRACAVP.17A

B use clear and appropriate communications to convey skill set to others; PRACAVP.17B

C understand and apply federal laws regarding lawful employment interviews; and PRACAVP.17C

D identify and use appropriate strategies for dealing with diverse individuals. PRACAVP.17D